

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of the Claims:**

1. (Currently Amended) A method of providing personalized access on an automated networked system comprising:

aggregating data gathered from networked sources, wherein the data includes a plurality of documents and cleaning said aggregated data by removing superfluous data elements including navigational and advertising elements and extracting metadata and actual body of a document;

storing said cleaned data in a database;

receiving a set of search criterion including criterion giving greater or lesser weight to data gathered from certain of the networked sources submitted by a user to generate a data analysis from said stored data and automatically and transparently modifying the search criterion if a historical analysis of previous sets of search criterion provided and modified by the user indicates a refined version of the search criterion; and

generating a reporting analysis, and formatting the reporting analysis in accordance with previously submitted user preferences, wherein the reporting analysis is based on the search criterion provided by the user and the results from said data analysis, and wherein each reporting analysis is stored in consecutive order starting with the first reporting analysis conducted.

2. (Previously Presented) The method of claim 1, wherein said reporting analysis applies performance metrics according to the data gathered from user.

3. (Canceled)
4. (Original) The method as set forth in claim 1, wherein said data analysis is updated subsequent to any additional reporting analysis conducted after the first reporting analysis is completed.
5. (Currently Amended) The method as set forth in claim 1, wherein the said reporting analysis focuses on particular industries ~~and may be any of~~ selected from the group consisting of: marketing, support, finance, research and development, sales or executive.
6. (Currently Amended) The method as set forth in claim 5, wherein the said reporting analysis focuses on particular departments within the particular industries ~~and may be any of~~ selected from the group consisting of: high-technology, electronics, automotive, financial services or entertainment.
7. (Currently Amended) The method as set forth in claim 1, wherein the data gathered from said user ~~may~~ includes publication listings and/or the timeframe in which these publications have been published.
8. (Currently Amended) An automated networked system for providing personalized access comprising:  
a data aggregating device from networked sources, wherein data includes a plurality of documents;

a data cleaning device to clean said aggregated data by removing superfluous data elements including navigational and advertising elements and extracting metadata and actual body of a document;

a data warehouse to store the cleaned data;

a data analysis module to receive a set of search criterion including criterion giving greater or lesser weight to data gathered from certain of the networked sources submitted by a user to generate a data analysis from said stored data and automatically and transparently to modify the search criterion if a historical analysis of previous sets of search criterion provided and modified by the user indicates a refined version of the search criterion; and

a data search processing unit to generate a reporting analysis, and to format the reporting analysis in accordance with previously submitted user preferences, wherein the reporting analysis is based on the search criterion provided by the user and the results from said data analysis, and wherein each reporting analysis is stored in consecutive order starting with the first reporting analysis conducted.

9. (Previously Presented) The system of claim 8, wherein said reporting analysis applies performance metrics according to the data gathered from user.

10. (Canceled)

11. (Original) The system as set forth in claim 8, wherein said data analysis is updated subsequent to any additional reporting analysis conducted after the first reporting analysis is completed.

12. (Currently Amended) The system as set forth in claim 8, wherein the said reporting analysis focuses on particular industries ~~and may be any of~~ selected from the group consisting of: marketing, support, finance, research and development, sales or executive.

13. (Currently Amended) The system as set forth in claim 12, wherein the said reporting analysis focuses on particular departments within the particular industries ~~and may be any of~~ selected from the group consisting of: high-technology, electronics, automotive, financial services or entertainment.

14. (Currently Amended) The system as set forth in claim 8, wherein the data gathered from said user ~~may~~ includes publication listings and/or the timeframe in which these publications have been published.

15. (Currently Amended) An apparatus including computer readable media, with executable instructions therein, which when executed by a processing device causes the processing device to:

to aggregate data gathered from networked sources, wherein the data includes a plurality of documents and to clean said aggregated data by removing superfluous data elements including navigational and advertising elements and extracting metadata and actual body of a document;

to store said cleaned data in a database;

to receive a set of search criterion including criterion giving greater or lesser weight to data gathered from certain of the networked sources submitted by a user to generate a data analysis from said stored data and to modify automatically and transparently the search criterion if a historical analysis of previous sets of search

criterion provided and modified by the user indicates a refined version of the search criterion; and

to generate a reporting analysis, and to format the reporting analysis in accordance with previously submitted user preferences, wherein the reporting analysis is based on the search criterion provided by the user and the results from said data analysis, and wherein each reporting analysis is stored in consecutive order starting with the first reporting analysis conducted.

16. (Previously Presented) The apparatus of claim 15, wherein said reporting analysis applies performance metrics according to the data gathered from user.

17. (Canceled)

18. (Original) The apparatus as set forth in claim 15, wherein said data analysis is updated subsequent to any additional reporting analysis conducted after the first reporting analysis is completed.

19. (Currently Amended) The apparatus as set forth in claim 15, wherein the said reporting analysis focuses on particular industries ~~and may be any of~~ selected from the group consisting of: marketing, support, finance, research and development, sales or executive.

20. (Currently Amended) The method as set forth in claim 19, wherein the said reporting analysis focuses on particular departments within the particular industries ~~and may be any of~~ selected from the group consisting of: high-technology, electronics, automotive, financial services or

entertainment.

21. (Currently Amended) The method as set forth in claim 15, wherein the data gathered from said user ~~may~~ includes publication listings and/or the timeframe in which these publications have been published.